

# HALF THE GAS . . .

# Will



## Outstanding Features

- Up to 35 miles per gallon of gas.
- Greater-than-standard room (5 standard tread).
- All-steel body.
- Solid steel top—sound and heat insulator.
- Syncro-mesh transmission.
- Chromium-trimmed disc wheels.
- Safety glass all-around.
- Patented rubber engine mounting.
- Level floor surfaces.
- Over-size cylinder type, double shock absorbers.
- 13-cubic-foot luggage compartment.
- Sedan with removable rear seat for greater luggage space.
- Chrome steel valve inserts.
- Float-O oil intake.
- 38-cubic-foot luggage compartment.
- Headlights in fenders for greater visibility.
- Extra large Bendix 4-wheel dual control emergency brakes.
- Starter button on instrument panel.
- Large glove compartments on right and left.
- One-piece hood—lifts from front point—engine instantaneously accessible.
- Battery, oil and water located under hood.

**B**ODY lines and exterior developments of the new Willys "Surprise Car" were originally laid out for a car in the super-luxury class. The engine hood of the new Willys lifts as a complete unit, rather than a cover, affording a new and unique accessibility to the mechanical units of the car.

Seating dimensions have been changed with the use of this super-streamlining, with a tendency to wider seats, front and rear. This has been made possible because of the wider flare in the body. Low roof lines and a corresponding low center of gravity have been a target at which designers have steadily aimed. The lower center of gravity is a safety feature, noticeable especially on curves. This essential feature has been secured in the new Willys since there have been no restrictions on design imposed by the mechanical structure of the chassis.

Engine space ventilation is of steadily increasing importance as owners drive their cars farther and faster. An unusual amount of air circulation is possible with the new Willys through an arrangement of concealed louvres, trimmed with chrome nickel, which conceals the openings themselves and yet permits the free circulation of a large amount of air over the motor. Interior room, free from obstructions, is generally demanded and the principal space where improvements have been possible is in the driver's compartment. Here, on the Willys, the hand or park brake lever is at the left of the driver and under the cowling where it is at once accessible, but where it is not in the way of either driver or other front-seat occupants.

# UP to 35 MILES per GAL!

### NEW CAR HAS STANDARD TREAD

A new price bracket in the low priced car field, has been established by the new Willys. The new Willys is built to standard specifications, with standard tread, a body with more width in the front seat than the average among low priced cars, a full three passenger rear seat and a total overall length of 175 inches.

Weight, Sedan	2250
Wheelbase	100 in.
Overall length	175 1/2 in.
Tread	56 in.
Front seat width	50 in.
Rear seat width	47 in.
Developed H.P. (3200 R. P. M.)	48

Records of owners show gasoline mileage up to 35 miles to the gallon. Oil consumption is also unusually low. Speed up to 70 miles an hour is a low estimate of the performance ability.

### LOW PAYMENT FINANCE PLAN

The Willys car has a natural market in the average American income field where the monthly earnings approximate from \$150 to \$200. This classification covers about 90% of the entire income producing population of the country.

The highest priced car in the Willys line, a completely equipped DeLuxe Sedan model is priced well below the next lowest priced DeLuxe sedan on the American market. Attractive finance plans have been developed through which the down payment, where the original payment covers one-third of the delivered price of the car, at point of delivery, is considerably below the next lowest down payment, and monthly payments are available as low as \$19. Further economies for the owner are possible.

### STANDARD TREAD, WIDER AND LONGER BODIES FEATURE 1937 WILLYS LINE

Back to standard tread, longer and wider bodies, the 1937 Willys stepped out in full-grown proportions at the 1937 Auto Shows where it was accepted as the cleverest car in America and yet still remains the lowest priced full-sized car on the market today.

The new line consists of a five-passenger, four-door Sedan and a Coupe, Standard and DeLuxe, with 56-inch standard tread and an overall length of 175 1/2 inches, longer than last year's model by 1 1/2 inches. Tires are 16x5.50.

The 1937 Willys, designed by Amos Northup, whose creations have been confined to higher priced cars, is considered one of the safest cars in America. The all steel body and top, low center of gravity, safety glass throughout and fender headlights which reduce the possibility of sideswiping in traffic or on narrow roads are contributing factors to absolute safety.

Flanked by wide fenders, into which new "Eyeball" type headlamps are molded, the new car's rounded front offers no suggestion of a radiator. Rows of louvres, extending around the hood compartment help to conceal the air vents.

The topmost point of the curved roof stands five feet, five inches from the street line. The long, slanting rear deck panel houses the spare wheel and tire and a luggage compartment, which on the sedan model, provides 13 cubic feet of space.

The one-piece hood is hinged at the rear, lifted from the front, offering easy access to all parts of the engine and battery.

Headlight glare is minimized by the one-piece, slanting windshield.

The new model is available in many colors. Dulux Synthetic Enamel is used on all 1937 models. Car owners have found that Dulux usually requires washing only to maintain new car appearance.

The designers have taken into consideration both safety and comfort, and have provided a front seat 50 inches wide, which is considerably more than the average width of the conventional car. The one piece front seat is adjustable. Body construction is all steel throughout, the roof, doors and inner panels, pillars, sills, cross members and floor panels all being of this material. The dome light has been moved backward to a position above the rear window so that the light beams flow across the passenger's shoulders.

Unusual riding comfort and roadability are provided by double action, cylinder type shock absorbers. A new type Gemmer steering gear has replaced the old one. Syncro-Mesh transmission is provided on both the Standard and DeLuxe models. The clutch release bearing is of the self-lubricating type and requires no lubricating during the life of the car.

Infalible Bendix duo-servo controlled four-wheel brakes are used. The rear brake cables have been placed inside of the frame rails to eliminate the hazard of tire chain interference. Instantaneous braking is obtained with but the slightest foot pressure.

### NEW WILLYS SERVES YOUTH

There is an immediate market in which the new Willys finds an exuberant acceptance. This is the field of youth, the young man and the young woman now at college or in preparatory schools.

In the past, the cost of the new car, to go along with the son or daughter, packing off to school, has been a little higher than the modern parental pocket book could readily afford. Now the new Willys steps in with less cost and at the same time gives the style, the speed, the performance, that youth requires. And it goes still a step further in keeping expense for fuel and oil down to a point that does not put too great a strain on the monthly allowance. Both ends are served and the advance interest of the younger members of the great army of motorists in this new car shows how well they have been met.

There is a youthful swing in the true stream line hood that emphasizes the trend of today.

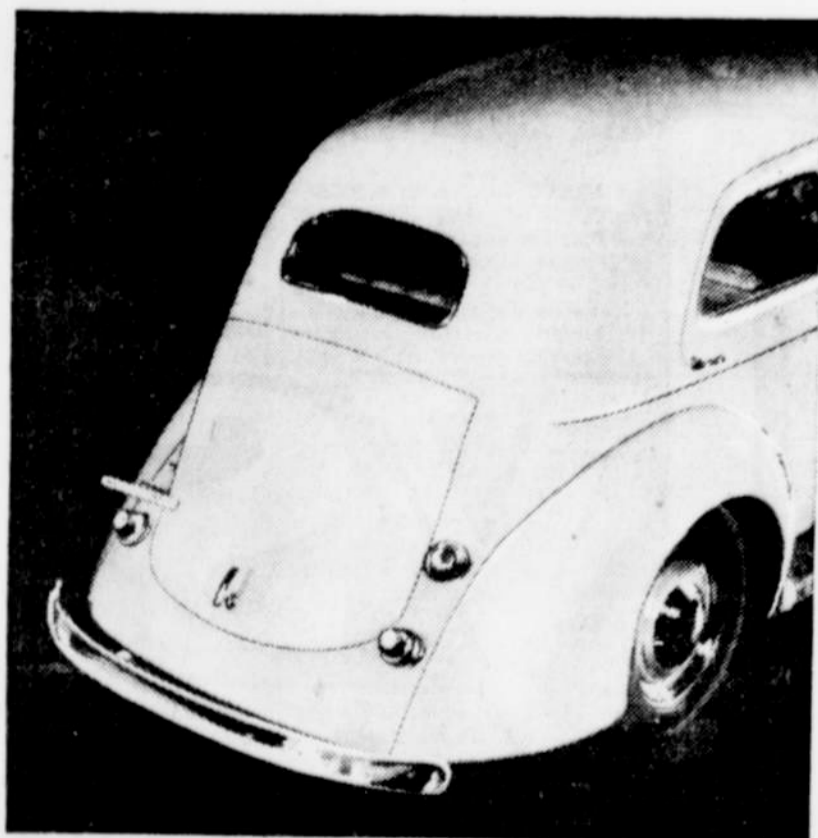
### IDEAL FOR FARM USE

The new Willys offers an immediate solution to the farmer wanting to buy a new car. It offers a simplicity of construction, an adaptation of carrying space, and an economy of operation which meets his demands in a way they have not been met with in recent production.

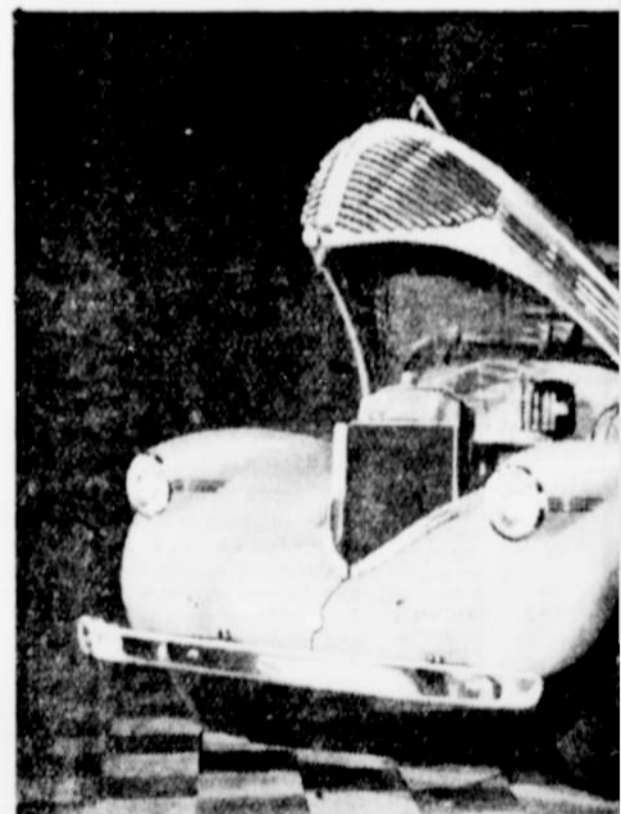
The power plant is one which makes instant appeal, simple in construction, easily accessible, safe to work on when adjustments are necessary, and yet with all the speed and power and economy demanded.

Room to carry farm products, without loading the interior of the car, is one basic farm requirement. The ample space in the rear of the new Willys, accessible merely by opening the rear deck, provides this room.

Low operating costs are necessary and the Willys motor makes economy a certainty. The owner average is around 30 to 35 miles to the gallon of gasoline.



The breath-taking beauty of the sweeping lines of the new FULL-SIZED Willys "Surprise Car" may well be appreciated by the unusual photograph of the sedan's rear-deck, shown above. Notice the perfection of design and nicety of detail. Every line has a purpose and that purpose is blending and grace. Truly may it be said that the new Willys is a masterpiece of custom-craftsmanship presented to the motorist at ECONOMY PRICE!



They say a picture is worth ten thousand words. Here are forty-thousand words worth a hood is lifted. The oil, water and battery may be reached at the same time. And that baggage Willys. Just examine all the room in that ample compartment in the rear of the streamline sedan's rear-seat. Three passengers have room to spare. Miles merely pass unnoticed by the host of such absolute room and comfort? On the left see how wide the front seat is. These models posing for an advertising picture. If you want to convince yourselves of the truth take for yourself.